

44th YEAR

AMERICAN ROOFER & SIDING CONTRACTOR



Photo of the Month See Page 9

In This Issue:

November, 1954

Basement Waterproofing Is Easy, Quick, Profitable
1954 Income Tax Law Helps Sell More Jobs

How any good roofer can make more money



"We knew a good thing when we saw it" . . . says Mr. Marvel of the H. V. Marvel Company, 306 Parsons Avenue, Bala-Cynwyd, Pa. "So, naturally, we signed up with Barrett. Being a Barrett Authorized Shingle and Siding Contractor opened up a lot of new business for us, besides giving us the backing of some terrific national advertising. We're sold on Barrett . . . and so are our customers."

Barrett Division
40 Rector Street, New York 6, New York

AR-11

Gentlemen: Please send me—without cost or obligation—full information about how I can become a Barrett Authorized Shingle & Siding Contractor.

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Address _____

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State _____

Here are some things Barrett can do for you

1. When you ally yourself with Barrett, you offer your customers the greatest name in the roofing business—Barrett has been a leader in the field for over 100 years.
2. You get the backing of organized, integrated promotion, sales-aids and national advertising—all calculated to boost *your* sales.
3. You sell the high quality materials that have made Barrett famous. Quality that sells itself, means more satisfied customers, fewer complaints.

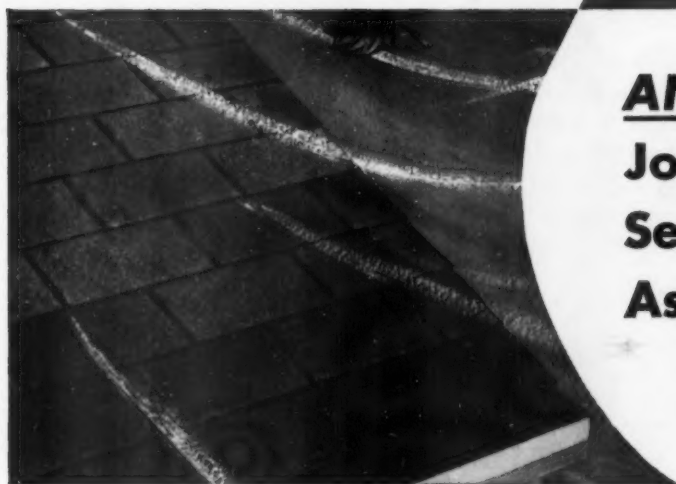
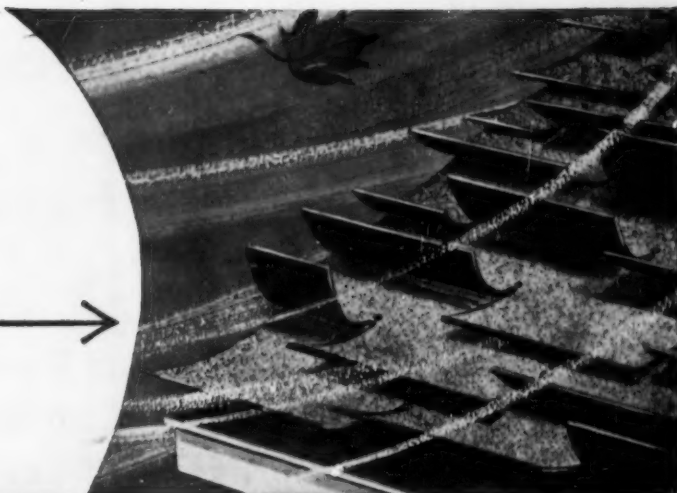
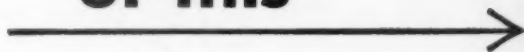
BARRETT DIVISION, Allied Chemical & Dye Corporation,
New York • Chicago • Philadelphia • Birmingham • Houston

For 100 Years the greatest name in roofing.



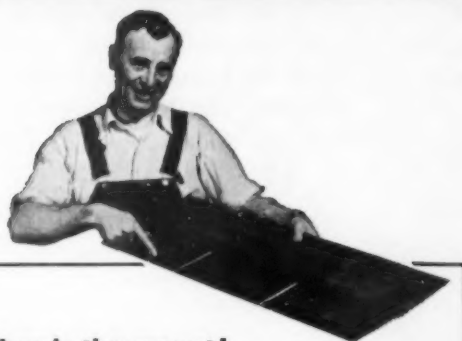
BARRETT ROOFS

**No more
of this**



ANNOUNCING
Johns-Manville
Seal-O-Matic
Asphalt Shingles!

**They hold tight when it blows
because *they* are self-sealing!**



Here's the secret!

The sun's heat seals the tabs automatically because of this strip of special petroleum resin cement on the underside of each shingle.

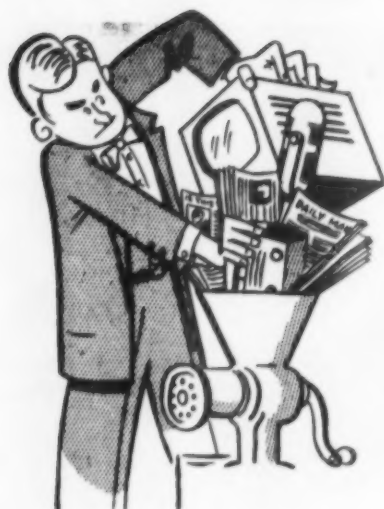
THIS NEW PATENTED exclusive Johns-Manville Seal-O-Matic shingle is a revolutionary development in asphalt roofing. It provides a roof of traditional shingle design that eliminates fear of wind damage. It has been tested and proved in the high wind areas of the Middle West.

J-M research has developed a special petroleum resin cement with extraordinary bonding qualities. A ribbon of this cement is factory applied on the underside of each strip along the entire butt edge. The sun's heat causes the cement strip to grip the underlying shingle with bulldog tenacity. Every tab is securely cemented. Wind and rain simply can't drive up under the shingles!

Johns-Manville Seal-O-Matic Asphalt Shingles are available in the popular thick butt style in many attractive colors and blends. For complete information write Johns-Manville, Dept. AR, Box 111, New York 16, New York.



Johns-Manville



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hunting for new ideas
and better products.***

***Let...
American Roofer
& Siding Contractor
... do it for you.***

Check the boxes opposite products or services about which you want information. Fill out the coupon. You will receive FREE the latest BOOKLETS, catalogues, information and details from the manufacturers. Do It NOW while you are going over the list, and send to American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.



Check Numbers Wanted — Fill in Coupon — Tear Off and Mail

American Roofer & Siding Contractor
425 Fourth Avenue
New York 16, N. Y.

Send me facts on the items checked.

- ☐ 90. Aluminum Roll Roofing
- ☐ 50. Artificial Stone Siding
- ☐ 4. Asbestos Siding
- ☐ 6. Asphalt Shingles
- ☐ 7. Asphalt Siding
- ☐ 12. Brackets, Sidewall
- ☐ 92. Cartoon Ad Helps
- ☐ 14. Caulking Compounds and Guns
- ☐ 19. Cold Process Roofing
- ☐ 17. Corner Strips
- ☐ 79. Concrete Roofing Tile
- ☐ 91. Cutters, Paper & Felt
- ☐ 16. Cutters, Shingle & Siding
- ☐ 25. Felt Laying Machines
- ☐ 64. Flashing Fabric
- ☐ 28. Hoists & Derricks
- ☐ 29. Hot Stuff

- ☐ 68. Insulating Siding
- ☐ 30. Insulation, Board
- ☐ 74. Insulation, Reflective
- ☐ 34. Kettles and Pumps
- ☐ 36. Knives, Roofing
- ☐ 39. Louvers
- ☐ 40. Membrane Fabric
- ☐ 88. Melting Pot, Portable
- ☐ 41. Mops and Yarns
- ☐ 42. Nails & Screws
- ☐ 67. Pigeon Proofing

- ☐ 44. Roof Coatings
- ☐ 66. Roofing & Building Specialties Manual
- ☐ 48. Scaffolding
- ☐ 49. Scrapers, Roof, Hand & Mechanical
- ☐ 53. Snow Guards
- ☐ 54. Spray Equipment and Pumps
- ☐ 59. Tools, Catalogs of

Other Items _____

November, 1954.....

Name

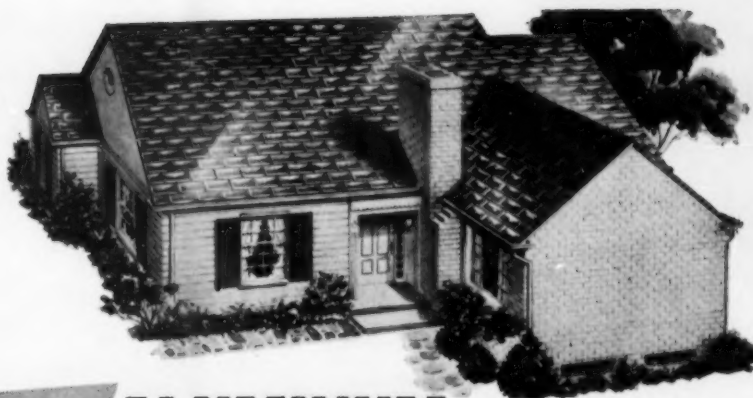
Firm

I am a.....

.....☐ Contractor;.....☐ Dist.;.....☐ Mfr.

Address

At last, the perfected
aluminum shingle...
with shadow-cup
design!



REYNOLDS *Lifetime* ALUMINUM MASTER SHINGLES

Self-Aligning, Interlocking, Go up Quickly
and Inexpensively... All Nails Concealed.
Ideal for new building as well as re-roofing.

14" x 8" exposed surfaces
Anti-Capillary Side Lap
3/8" Shadow Line Depth



Wood Grain Finish

Embossed Finish

Here at last are the unequalled advantages
of an aluminum roof... but in a new shingle of
distinctive beauty, with a deep shadow-line
enhanced by the unique "Shadow Cup" feature.
Ideal for homes, schools, institutions.
Permanent, beyond any rust or rot or wear.
Heat-reflective... cooling a house as much as
15° in summer... cutting winter fuel bills,
too. Exceptionally *weathertight*. And the
efficient design of these shingles reduces
application cost. Mail that coupon.
**Reynolds Metals Company, Building
Products Division, Louisville 1, Ky.**

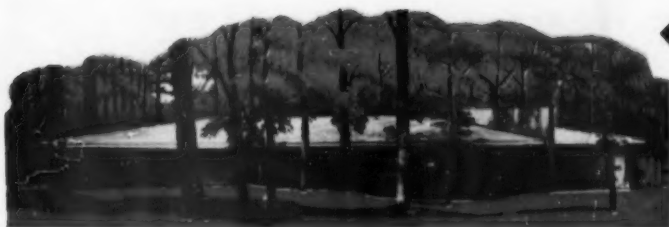
Accessories include Eave Starter,
End Starter, Ridge Cap, Formed
Valley, Hip Cap and Flashing.

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Building Products Division
2004 So. Ninth St., Louisville 1, Ky.
Please send **FREE** full information on:
☐ New Master Shingles ☐ Vapor Barrier
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Address.....
City..... State.....

SEE "MISTER PEEPERS," starring Wally Cox, Sundays, NBC-TV Network.

REYNOLDS ALUMINUM BUILDING PRODUCTS

VOLUMES ARE ALSO AVAILABLE ON MICROFILM.



← Mr. King's newly-completed big, spacious home in Texarkana, Texas. Architect: Reinheimer and Cox.



Proof of the Pudding! Prominent Builder uses Flintkote Skyline roofing for his own new home!

Mr. Frank King . . . a Southern builder with an unusually successful record of achievements, knows his building methods and materials.

So, when Mr. King personally selected the Skytab specifications of Flintkote's Skyline Roofing System to top off the beautiful new home he is building for *himself*—isn't that proof of the pudding? Isn't that proof of this system's *great* value?

Why did Mr. King single out the Skytab method of Skyline Roofing?

Because Skytab is engineered *especially* for modern low-pitched roofs.

It employs the use of Flintkote Mist Gray Shado-Kool Thikbut Strip Shingles insuring long-range economy and better protection against all kinds of weather.

And Thikbut Shingles provide so many harmonious colors to choose from . . . you are able to use the one that *exactly* fills the bill.

So take a tip from Mr. King. Recommend and use Flintkote Skyline Roofing. Write for complete details today.

Here is Mr. King (center) "supervising" the installation of his 75 squares of Flintkote Skytab roofing. Skytab is ideal for all types of contemporary structures, when roof slopes are within a range of 2" to 4" per foot. In addition to Skytab, the Skyline System consists of two other specifications: Skytex and Skykote . . . to answer most of your modern-day roofing problems.



Shingle tabs are quickly, easily and *surely* cemented down with Flintkote's Stik-Tab Cement.

THE FLINTKOTE COMPANY, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.

FLINTKOTE ... *the extra years of service cost no more!*



"SHOW WINDOW" OF "SHOW ME" STATE GETS NEW *Certain-teed* ROOF

REG. U.S. PAT. OFF.



STATE FAIR BUILDINGS AT SEDALIA, MISSOURI REROOFED WITH SAF-T-LOK SHINGLES

Often called the "Show Window" of Missouri, the State Fair grounds at Sedalia are among the country's most beautiful and best equipped. In 1952 a tornado striking with savage force ripped across the fair grounds, causing damage totaling over half a million dollars. Even the tile roofs on many of the buildings were badly battered. So much so that all damaged roofs have now been replaced with Certain-teed

Double Coverage Saf-T-Lok Asphalt Shingles for maximum protection.

Saf-T-Loks make a roof that cannot be blown or pulled apart by high winds. These shingles are applied to interlock providing a tightly interwoven roof—actually all one piece.

Double Coverage Saf-T-Lok shingles give the protection of two roofs. Their extra long, wide tabs permit sufficient overlapping to provide double coverage over the entire roof

—triple coverage over one third of the roof.

Because of their weight, "double" protection and high wind resistance, Certain-teed Double Coverage Saf-T-Loks are used in new construction as well as for re-roofing on homes, barns, churches. They are grained for greater beauty, "Millerized"* for longer wear. Ask your Certain-teed representative to show you the new colors and blends.

*T.M. Reg. U.S. Pat. Off.

Certain-teed

REG. U.S. PAT. OFF.

Quality made *Certain*...Satisfaction *Guaranteed*



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ASPHALT ROOFING • SHINGLES • SIDING • ASBESTOS CEMENT ROOFING AND SIDING SHINGLES
GYPSUM PLASTER • LATH • WALLBOARD • SHEATHING • ROOF DECKS
FIBERGLAS BUILDING INSULATION • ROOF INSULATION • SIDING CUSHION

AMERICAN ROOFER & SIDING CONTRACTOR

November

1954

How the 1954 income tax law can help you sell more jobs

ROOFING and siding contractors will find plenty of sales power packed in the new 1954 income tax law recently passed by Congress. Hidden in the 929 pages of this sweeping tax legislation change are more than 3,000 revisions.

There are two provisions of the new tax law that can be used to sell roofing, siding and insulation jobs to home owners and to industrial firms. The first provision that effects the home owners deals with the sale and replacement of residence provisions of the tax law.

Fixing-up Expenses Deductible

Under the terms of the new 1954 tax law the selling price of a home can be reduced by the selling commissions and the *fixing-up expenses*. Thus, a natural market can be tapped with a sound sales appeal—save money on income taxes and sell the home quicker and for more money.

The fixing-up expenses must measure up on three counts to qualify for this provision:

1. The roofing, siding or insulation must have been done 90 days before the contract of sale.

By JACK BEDFORD

2. Must be paid for not later than 30 days after the sale is completed.
3. Must not be deductible in figuring taxable income—rental property, for instance.

Thus, the new tax law makes these changes over the former method of

Photo of the Month

When the University of Arkansas decided to build a new Medical Center to replace the "government issue" type of hospital which they had had previously (it is shown in the upper left hand corner of our Photo of the Month) they really went to town. The modern plant, just completed, with service roads not yet surfaced, features a 926 square Flint-kote Dead Level Bitumen roof.

Ketcher & Company of 1601 Main Street, home town Little Rock applicators, did the roofing and sheet metal work, and another local firm, Erhart, Eichenbaum and Lauch were the architects for the completely modern structure. The general contractor, W. R. Grimshaw Co. has headquarters in the Kome Building in Tulsa Oklahoma.

C. Waters, of 114 West Laclede, Malding, Missouri, is the photographer responsible for the beauty of line, and light and dark shadow contrasts in the Photo of the Month, taken from an airplane.

handling the sale of a residence. Consider, for example, this transaction in selling a house:

Selling price	
of home	\$15,000
Purchase price	
of home	\$10,000
Fixing-up expense	
(not counted)	

Gain on sale	
subject to taxes . . .	\$ 5,000

However, under the provisions of the new 1954 tax law, the fixing-up expenses can be added to the purchase cost of the home and deducted from the selling price if it can qualify on the three points previously listed:

Selling price	
of home	\$15,000
Purchase price	
of home . . . \$10,000	
Fixing-up	
expense . . . \$ 1,000	\$11,000

Gain on sale	
subject to taxes . . .	\$ 4,000

Through the tax savings provisions

of the new 1954 tax law, a roofing and siding contractor has extra sales appeal when talking to home owners about a new roof or siding job before selling. The cost of the fixing-up can be classed with the purchase cost of the home and deducted from the selling price. And, most home owners will agree that a house in tip-top shape will sell faster and for more money on the residence market today.

Accelerated Depreciation

Another provision of the new tax law that will help you sell more roofing contracts to businesses and to landlords is the accelerated depreciation program. This change in the tax law will help roofing, siding and insulation contractors increase sales volume and earnings in these ways:

1. Sell more new roofing and siding jobs this year.
2. Sell re-modernization jobs quicker in years to come.
3. Develop a new sales appeal that will hit home with your tax-conscious customers.

Why?

In the accelerated depreciation deduction alternatives permitted in the new income tax law, a building owner has a choice of methods he selects to figure his depreciation on his modernization or improvements. Any of these methods can be used by your prospects if the roofing, siding or insulation job measures up on these points:

1. Modernization work must have been done since last December 31, 1953.
2. Must be an improvement that is capitalized rather than charged off as repairs during the year.

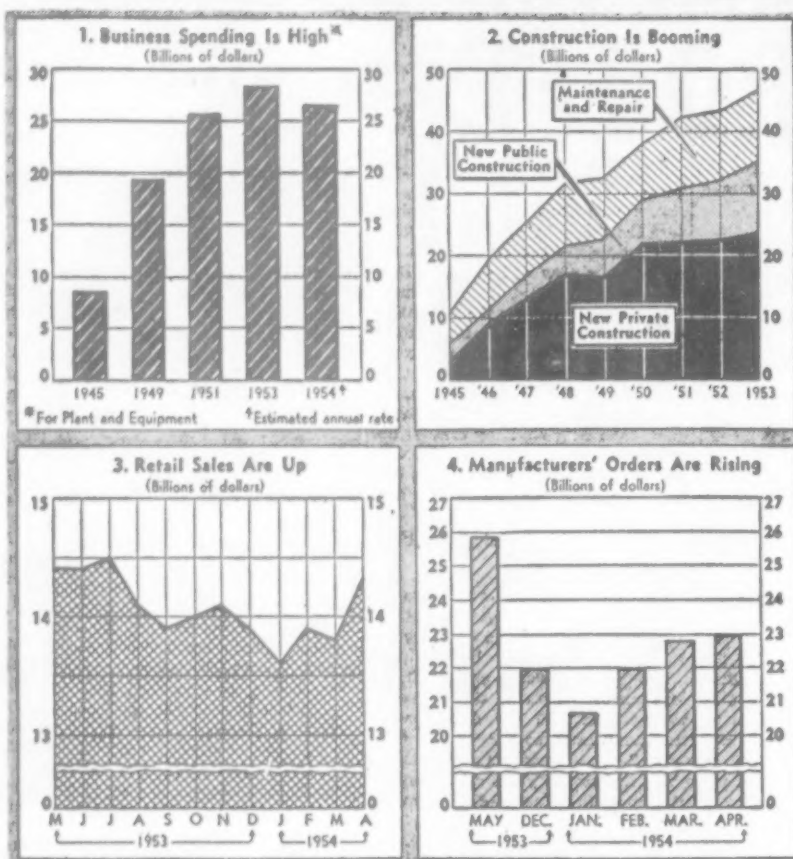
Here's how you can use this new tax law as a powerful sales tool to help you sell more roofing, siding and insulation contracts:

1. FIGURE THE STRAIGHT-LINE RATE OF DEPRECIATION

This is the former method approved for figuring depreciation deductions on income tax forms. It divides the purchase cost of the roofing contract by the number of years of estimated useful life for an annual depreciation figure.

To figure this annual depreciation for your prospects, you take the initial

1954 CONSTRUCTION SETTING RECORDS



As seen by the New York Times 1954 business continues at a high level with construction booming. The maintenance and repair has gone up along with everything else. Mr. Bedford's income tax article tells how to get a bigger slice of it.

cost of the roofing job and divide this cost by the number of years of the annual depreciation. For instance, on a \$3,000 roofing contract with an estimated life of 10 years, the annual rate of depreciation will be \$300 . . . 10% each year.

2. FIGURE THE DOUBLE DECLINING BALANCE RATE OF DEPRECIATION

Here is where the roofing, siding and insulation contractor will find the sales power packed in this new income tax law. With this plan you take the old straight-line percentage rate and *double it* . . . show your prospects how they can deduct twice as much depreciation on their income tax the first year.

For instance, in the example cited earlier of a ten-year life for a \$3,000 roofing job, this represents a depreciation of 10% each year. In this new

approved method of the 1954 tax law, you *double* this percentage figure to 20%. Thus, the first year's depreciation deduction on a \$3,000 roofing job is now \$600 instead of \$300 as determined under the former straight-line method — twice as much deduction for depreciation the first year for your prospect.

Each year thereafter the same 20% figure is applied to the remaining balance of the cost for that year's depreciation deduction. For instance, the second year is started with a book valuation of the new roof of \$2,400. The deduction of 20% of this gives your prospect a depreciation allowance of \$480 the second year.

Your prospects save money on their income taxes through these larger depreciation deductions. For instance, in the example cited, a taxpayer in the lowest income bracket would save \$60

(Continued on Page 33)

Seven simple winter ways to win more summer siding business

By DAVID I. DAY

TOO many roofing and siding contractors go into partial hibernation in the winter season and the farther north one goes it seems a greater and greater number "take off" waiting for the springtime.

This is unnecessary and unwise for this lull in actual building operations offers the contractors a magnificent opportunity to sell more folks on roofing, siding, and other things. We see a particular lull now in building and for that matter in retailers' sales promotions. Let's take siding for example.

No other item in the stores has made more rapid gains in public esteem. Folks on farms, in the villages, in the cities alike now see the economy in siding installation. At the same time, the insulation value of the modern

siding is just coming into full consumer recognition.

If you want to take full advantage this winter of the big chance to sell two or three times as much siding next summer than you sold last summer, you will find photography a rare sales lever. Just get before-and-after pictures, get them enlarged to any size you like, show them to the greatest possible number of people, use them in your windows, your newspaper advertisements.

Consider the pictures used with this article. Assume that the owner whom we will call Jacob Herman is proud of the improved appearance of his

house. He was proud enough of the place to take snapshot pictures, before and after the siding was nailed on. In all probability hundreds of folks know Jake and when he signs the testimonial for you — well, you have advertising that folks will read and believe. Maybe three or four or a dozen houses will be blessed with siding next summer because of how Jake's house looks and the increase in value attained through siding.

(As a matter of fact, the little house you see was offered for sale during the Depression for \$800. Later, it sold for \$1,600 with 1½ acres of land in the edge of a growing Indiana town. It was wired, a new foundation was put under it, a new chimney was erected, using the old bricks. It sold for \$2,400. The owner was offered \$2,750 for it. He wanted \$3,000. Then he covered the house with asphalt siding. Note the difference in appearance. The difference in price was greater. The first man that looked it over paid \$3,500).

Using the photographs in the store is just the first step. Have a selling folder printed, filled with such local pictures, mailing out to every post-office boxholder, town or rural. And then keep a very careful count of anyone who writes in for whatever sort of winter special offer you are making. If they don't come in personally, you go out personally and see the folks. Jot down the substance of the interviews. Every three or four interviews will give you grist for a very effective form of winter promotion.

Start yourself a column in your local weekly or neighborhood newspaper. Call it "Siding Slants" or "What Folks Told Me About Siding Plans." Then in your own style, write about your visits, what you saw and heard, the ideas expressed. In some cases, just one interview will be so

(Continued on Page 23)



New asphalt siding applied to the house above raised the sales price to \$500 more than the owner originally requested. The author, who owns the house, sold it immediately upon completion of the job. At right: applying the siding.



FHA Reg. Violators Can Now Be Turned Down By Field Office Directors

Authorization has been given to the directors of FHA's seventy-five field offices to refuse to do business with persons or firms determined to have been violators of specified statutes or regulations. Federal Housing Commissioner Norman P. Mason has announced.

The new authorization amends an earlier regulation which left such decisions to the Commissioner.

Field Directors Control

The announcement stated that field office directors may refuse the benefits of participation in the FHA program to lenders, borrowers, builders, contractors, dealers, salesmen or sales agents if it has been determined that such a person or firm:

1. Has knowingly or willfully violated any provision of the Housing Act or any regulation issued thereunder, or

2. Has, in connection with any construction, alteration, repair or improvement work financed with assistance under the Act, or in connection with contracts or financing relating to such work, violated any federal or state penal statute, or
3. Has failed materially to properly carry out contractual obligations with respect to the completion of construction, alteration, repair, or improvement work financed with assistance under the Act.

Notice Is Given

Before any determination is made to refuse any person or firm the benefits of participation, said Mr. Mason, notice of the proposed determination shall be transmitted to the interested person or firm by registered mail.

Any person or firm that has been notified of a proposed determination is

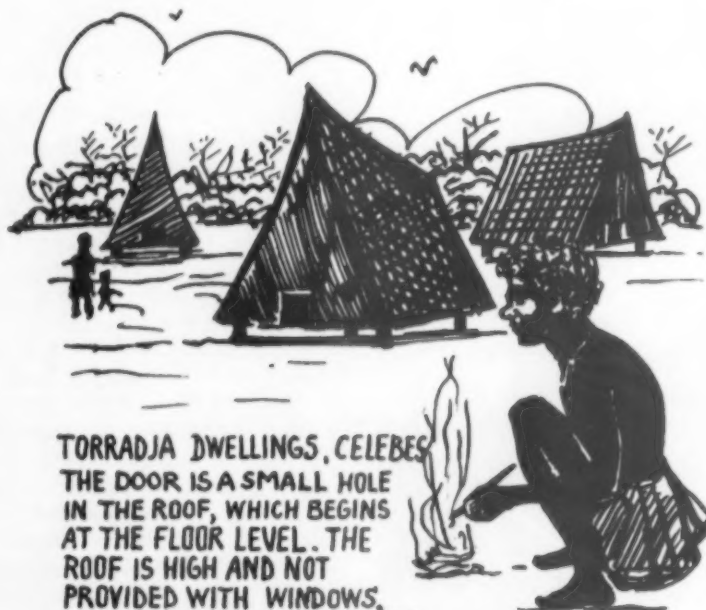
entitled, within ten days, to request an opportunity to be heard and to be represented by counsel, the Commissioner added.



Cyrus B. Sweet, who is the new Asst. Commissioner of FHA in charge of Title I.

Before making a final determination withdrawing FHA approval of an approved mortgagee, or before terminating a lender's insurance contract under the Title I home improvement and repair program, the director shall obtain the approval of the Commissioner, the announcement stated. FHA officials expect that the field directors' decisions, however, will be upheld by the Washington office.

Covering The World . . .



TORRADJA DWELLINGS, CELEBES
THE DOOR IS A SMALL HOLE IN THE ROOF, WHICH BEGINS AT THE FLOOR LEVEL. THE ROOF IS HIGH AND NOT PROVIDED WITH WINDOWS. THE COVERING IS OF SHINGLES OR BARK SLABS.

Aluminum Uses To Be Studied By Kaiser

A nation-wide survey to study and evaluate present and potential uses of aluminum in school construction is being undertaken by Kaiser Aluminum & Chemical Corporation.

To carry through the research project believed by the firm to be the most comprehensive of its kind ever made in the architectural field, Kaiser Aluminum has retained Daniel, Mann, Johnson & Mendenhall, prominent architectural and engineering firm of Los Angeles.

Basic purpose of the survey, which will require several months to complete, is to establish as far as possible where aluminum products may make significant contributions to school architecture, building and equipment, according to R. E. Knight, vice president in charge of research and development for the corporation.

Analyses will be made of the cost
(Continued on Page 20)

A. C. Hauck presents proof in this picture of his dynamic versatility as a roofing contractor and home modernization dealer. Note the efficiency of his desk set-up: fluorescent study lamp with modern mobile arm, telephone hung up out of the way of the desk, but within easy reaching distance, complete street guide and marketing map of his immediate canvassing area at arm's length, placed where the lamp can be easily concentrated on it. Note the wall clock, given by a roofing manufacturer, and the calendars, promotional mementoes and trade magazines on the desk.



Firm expands from just roofing to all-round home modernizing

ROOFING contractor A. C. Hauck got into home modernization work almost by accident originally. But it is no accident that today his Cincinnati firm has a thriving and profitable home modernization department.

It all started five years ago, when Hauck began handling fire repair jobs which included remodeling damaged areas in the home as well as replacing burned-off roofs. Quick to recognize the possibilities in the modernization field, the youthful contractor set about building this business as a supplement to his regular work. So successful have been his efforts that his company's dollar volume has doubled, and the peaks and valleys common to the roofing and siding business have been rounded out.

Although remodeling is a year-round specialty with us we are able to schedule many of these jobs for periods when roofing is in its slow seasons, Hauck explains. "Thus we keep our employees working full time and maintain a more even business throughout the year.

"Profit-wise remodeling falls far behind roofing and siding, of course. But

even so it has certain other advantages. The unit sale is larger, as is the work time contracted for — perhaps a month as against the day or two spent on the average roofing job. Too, every remodeling project completed leads to more business for the contractor."

Main reason for this, according to Hauck, is that people usually tend to be cautious about turning their house over to a firm unless it has been recommended by someone they know. When they see satisfactory work that has been done for a friend or relative, therefore, they are almost certain to patronize the same company. For this reason Hauck has been able to build his modernization business without advertising.

"We depend solely on word of mouth recommendations to bring us new customers," he says. "We have found that we can count on two or three inquiries resulting from every modernization job we do, and this gives us an adequate number of prospects to call on and try to sell."

How does Hauck handle modernization sales? First factor he stresses is that the contractor must be able to

figure the customer's needs for him. He points out that many home owners know only that their house is not comfortable to live in and do not know exactly what must be done to improve it. Hauck always listens carefully to the prospect's complaints, therefore, questioning him closely about family living habits before attempting to solve his problems. Only after he is in full possession of all relevant facts does he analyze the customer's needs and try to come up with a solution that is commensurate with what he wants to pay.

At this stage of the sales contact Hauck gives the customer a rough estimate of price rather than a firm bid. "We try to avoid figuring ourselves to death until we know that the prospect is definitely interested," he explains. "When we present the rough price we soon learn if he is a good prospect, and then begin to pinpoint the price. If it is too high, for instance, we work with him to eliminate some items in order to bring it down to the amount he wants to pay."

On the other hand, it is also possible
(Continued on Page 28)

Basement waterproofing is easy quick and PROFITABLE

TO the roofer & siding contractor who wants to see his business prosper two things are evident in the market today: one is that competition is keener than it has ever been since the end of World War II; the other is that large tracts of new homes are going up all over the land, and are becoming the standard for new home projects everywhere.

What this means plainly is that the contractor has to get in on as much new home construction business as possible. Every new house in a large tract requires a roof. Every house requires gutters, drains, leads, and downspouts. Many new homes call for insulating or asbestos-cement siding. Others require many accessories which the roofer is fully qualified to apply.

There are applications in new home projects often being handled by the general contractor's unskilled labor which the roofing mechanic not only can take over, but is actually the best man qualified to do the job. For instance, basement waterproofing.

Leak Protection Essential

In any sound housing job of today, the need to have a basement absolutely free of leaks and extra dampness is absolutely essential. In those projects where the builder recognizes that for a relatively small investment he can insure himself against complaints of leaks and dampness, first-class waterproofing can be applied by the roofing contractor by spray or with trowels.

It is the roofer who should do this basement work before any other kind of applicator because, who, but the roofer, is qualified to know what to do about the flashing of the joint between the footing and the structural wall? Martin Jelin, President of Lewis Asphalt Engineering Corporation points out that the laborer who is applying basement waterproofing wouldn't know what was

**Data and Photos Courtesy
Lewis Asphalt
Engineering Corporation**

needed in flashing of the joint, but the roofer would.

Mr. Jelin points out: "At the juncture of the footing and the structural wall it may be advisable to have a piece of flashing fabric extending 6 to 8 inches up the wall and on the footing. It is sometimes necessary where the surface is damp and flashing cement would not make it bond to the masonry wall to place a trowel coat of a tight emulsion in the area to make the damp-proofing protection efficient. This also retains the moisture in the structure so that a slow curing of the concrete takes place, thus adding considerable strength to the building itself."

The roofer, of course, due to his experience on top, would know precisely what to do under conditions such as described above.

From a business viewpoint one of the most important aspects of the roofing contractor's taking on basement waterproofing is that it gets him in on the structure at the very start: right when the foundation is being built. This puts the contractor on the job and in the building. He has arrived ahead of the carpenters and other installers and is in a prime position to sell the contractor on the idea that he ought to do the roofing and the siding as well.

Supposing that the roofer has the contract for the roofs, doing the basement waterproofing gets his crews to work right at the start of construction, instead of leaving them idle while waiting till time to get up on the roofing section.

The entry into new construction via the basement waterproofing route gives the roofing and siding contractor an unparalleled advertising and promotional advantage in a new development.

Having completed his part of the job he can advertise the quality of the work he does to the new homeowner. A sign put up on the job or on the tract informs the homeowner what work the roofer has done. Later, mailing pieces can be sent to the new development pointing out those aspects of the construction which were the roofing contractor's responsibility, and stating that not only will he stand by his work, but he is available for calls for repairs or additions to this home.

The pictures which accompany this article show basement waterproofing by trowel at the Levin and Sagner Homes Development in Livingston, New Jersey, not far from the city of Newark. Two hundred homes are going up in this particular tract, and Nelson Brothers have the contract to do all two hundred. These homes are in the 20 to \$30,000 a year class, and will be featured in an issue of "House Beautiful."

It is estimated that one man can apply about 55 gallons per day, using spray equipment. 55 gallons should cover about two houses, the amount varying with the area needed to be covered. With the large volume possible in a big tract, particularly with spray equipment, the roofer can realize a handsome profit on these jobs.

Spraying Equipment

A roofer properly set up with his spraying equipment, flashing and general know-how can set himself up in an entirely new field simply by soliciting business in basement waterproofing. As for the builder there is a ready advantage in knowing that without additional expense he can get experts to do his essential basement waterproofing.

Any roofer can get into the field, since heavy flashing type cement such as is used in basement waterproofing can

Photo at the right, taken by staff photographer, shows actual application to Sagner & Levin Homes in Livingston, N. J. Although this application is by trowel, application by spray is considered more efficient and profitable. Note height to which basement waterproofing is applied.



be applied either by spray or trowel. However, the profit margin is greater where spray equipment is used. Those roofers who have spray equipment have no further investment to make. For those roofers who do not at present own spray equipment, the knowledge that there is a lucrative and ready-made field just waiting to be sold, should be incentive enough in and of itself, to get into the business. The investment can be paid off with big jobs in a relatively short time. But an investment in spray equipment is not just one for basement waterproofing alone. Spray equipment is now used in many jobs on the roof, in roof coatings, cold process roofing, in sprayed-on sidings, and many other types of jobs. Possession of spray equipment of itself brings on the incentive to broaden a roofing contractor's entire field of activity. The uses of spray equipment have not yet been fully exploited, and a study of some of them will be made in future issues of AMERICAN ROOFER & SIDING CONTRACTOR.

How to Solicit Business

The question might well be asked: How does one solicit basement waterproofing business?

Alert roofers check on the available

building reports and on news sources of contracts signed for jobs to be performed. It is necessary in the case of basement waterproofing to get out to the job as quickly as possible after news of a contract award has been received. Unlike the case of roofing, basement waterproofing is one of the first things done on a house, and the jobs have to be solicited before there is even a hole in the ground.

Building contractors find an advantage in having roofers get in on the basement work because they want as many trades consolidated into as few active firms as possible. This eliminates going from firm to firm, making separate negotiations each time, and saves both time and money. Any roofer who builds a reputation as a good foundation waterproofing man is going to get more

roofing business. The addition of any new fields of operation will aid all his other fields of operation.

Necessary Equipment

Mr. Jelin listed the following equipment as necessary for the basement waterproofer who wants to be correctly equipped to do the most economical and efficient job with the maximum of coverage:

1. A compressor.
2. A pump that will fit over the head of a drum.
3. A mastic spray gun and some hose.

Mr. Jelin makes the following suggestions to contractors taking on basement waterproofing work:

(Continued on Page 27)



Staff photos show the Levin & Sagner job from two other angles. Above: the flashing cement is thick and fibrous on the trowel. It is used straight from the can. Right: Mechanic applies material from the footing to a little above ground level. He trowels a little more thickly at the bottom.



NEWS of the MONTH



Aluminum Nail Sales Break All Records; Rise Is 20%

Third quarter sales of aluminum nails have broken all record for the industry, and aluminum building products in general have risen an average of 20 percent this year, Edward C. Manix, vice president of Nichols Wire & Aluminum Co., has announced, following a nation-wide survey.

Manix said that aluminum nail sales in the third quarter were more than 35% higher than in the second quarter, traditionally the major sales period for building products.

"It is even more surprising that October bookings are also at record level, despite continuation of low inventory policies," Manix said. "Indications are that sales will remain very strong for the rest of this year."

Manix said that it was the consensus of the aluminum building products industry that "aluminum is over the hump of consumer resistance to new materials."

J. W. Bartlett Named Carey Dist. Sales Mgr.; W. H. Skinner Retires

W. H. Skinner, Cincinnati District Manager, The Philip Carey Mfg. Company, is retiring after 35 years of active service with the company, it was announced today by L. W. Clarke, Vice President in charge of sales. J. W. Bartlett has been named to succeed Skinner in the post he vacated.



W. H. SKINNER



J. W. BARTLETT

Skinner served as Manager of the Carey Cincinnati District from 1950 until his retirement. Previously, he had been an auditor of sales, salesman, supervisor of sales and Assistant District Manager, successively. Prior to his affiliation with Carey, Skinner was with the Baltimore and Ohio Railroad.

Before taking over his new duties, Bartlett served as Assistant Sales Manager of the Industrial Insulation Division. He joined the Carey organization in 1940 as a sales trainee. When he left to serve in the Navy in 1942, he was a senior salesman. After his return from the service, he sold in the Pittsburgh

and New York districts. In 1951 he was made Sales Supervisor of the Cleveland district.

Cheney, McNamara Named Sales Reps By Pittsburgh-Corning

Robert G. McNamara has been appointed to the Philadelphia District Office of Pittsburgh Corning as a sales representative, and R. F. Cheney has joined the New England sales staff of Pittsburgh Corning Corp.



R. G. McNAMARA



R. F. CHENEY

Mr. Cheney will assist Mr. Robert Bygrave in the sale and promotion of the company's products.

Construction Contracts Set All-Time Record Sept. High

New high records were set by September's totals of Dodge Reports of contracts for future construction in the 37 eastern states, it was announced today by F. W. Dodge Corporation, construction news and marketing specialists.

The September total of \$1,816,232,000 rounded out the biggest nine-month total in Dodge's 63-year history; 13 percent ahead of the first nine months of 1953 which until now was the all-time high.

"September set the biggest monthly total in Dodge history, in the ordinary contracts by individuals and business firms and government bodies, but excluding the huge atomic energy projects of past years," it was stated by Thomas S. Holden, Dodge vice chairman.

"Even including the atomic energy figures, it was the fourth biggest total in history. But the significant fact is that the vast body of home builders and corporation executives and others who signed those contracts in September affirmed in hard cash their faith in continuing prosperity in the months ahead."

The September total was four percent

above that of September 1953 and set an all-time September high. Eliminating last year's atomic energy contracts of September, it was 20 percent ahead of September 1953.

Borg-Warner Promotes Bertrand To Mgr., Tax Dep't.

Promotion of G. J. Bertrand from Assistant Manager to Manager of the Tax Department of Borg-Warner, was announced today by Roy C. Ingersoll, President of the corporation. Mr. Bertrand succeeds George Taft, who has retired.

Except for three years of military service, Mr. Bertrand has been a member of the Central Office staff of Borg-Warner since 1937. In World War II he was a staff officer for the Contract Audit Division of Headquarters, Army Air Force, where he attained the rank of captain.

Third Spray Painting Class Scheduled By Binks Mfg. Co.

The third class of the current Fall session of the Binks Manufacturing Company's free School of Spray Painting in Chicago will be held November 8 to November 12.



W. Beacham, Dir of Binks' spray painting school, addresses class.

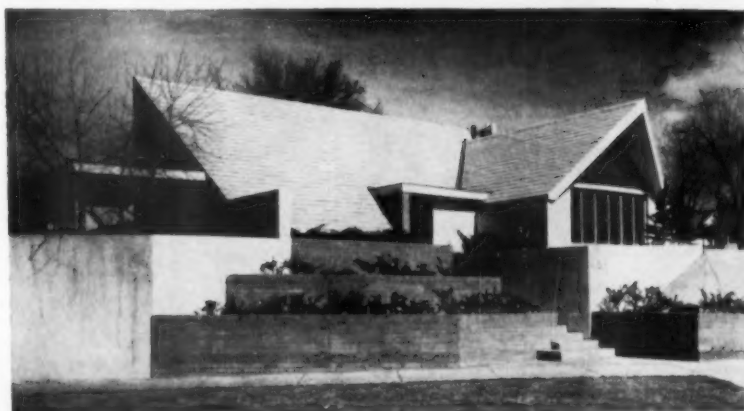
As in the past, all those connected with, or interested in, the industrial application of paint and coatings, are invited by the company to attend. Although prior experience is not a requirement for attendance, most of those men who have attended have been connected with firms or industries which use spray painting equipment.

Ruberoid Co. Named New Fiberglas Distributor

The Ruberoid Co. has been named a distributor of Fiberglas Roof Insulation by Owens-Corning Fiberglas Corporation.

The company will distribute the product
(Continued on Page 32)

Architect's "No-Wall" Home Shows Asbestos Roof Beauty



Part of this house is below ground level and the roof rises directly from the foundation walls, except at the front entrance and the wing adjoining it. The foundation walls and the underside of the pitched roof serve as the room walls. Passersby see mostly the concrete retaining wall, the brick terraces flanking the entrance steps and the wide expanse of roof, which is covered with asbestos-cement roofing shingles in an attractive light gray color.

When an architect sits down at his drafting board to design a home for himself, you can expect something different. His Denver neighbors, therefore, were not surprised when Architect Henry Toll moved into the city's most original residence. He calls it "No Walls at All," and that is only a slight exaggeration.

Viewed from the rear, the house looks like it had sunk into the ground to the level of the eaves. As a matter of fact, the only perpendicular walls are the foundation walls and those under the gables. The foundations serve as the lower part of the room walls. Dwarf columns carry the roof 6' 2" above the edge of the floor and an extension of the roof beyond the wall line covers storage space at counter height, which being outside the wall line is in addition to the floor area.

The floor of the one-story house is 28 inches below grade. Windows in the gable ends are at conventional height but on the outside the ground is only six inches below the sills.

The house is built on a slope which has been utilized to provide a spacious floor-level front yard and a window-level yard on another side. Although unusual, it makes a handsome appearance.

There are two bedrooms for the children but none for the parents. They

take their nightly rest in a balcony suspended high above the floor at the center of the house, whence they can oversee and control all the rooms in the house. Access is by a ladder. The dressing room is on the main level.

The architect could see no reason for having doors to the rooms of his house, on the theory that young children do not need privacy, so he eliminated all except exit and closet doors and the one to the bath.

The exterior exposure is mostly roof area, covered with noncombustible asbestos-cement shingles. They are immune to rot, rust and wear, so maintenance expense will be at a minimum. An attractive light gray in color, the asbestos shingles give the novel structure an attractive and substantial appearance and aid in summer cooling by reflecting heat. The walls are concrete.

Mr. Toll now is in the process of extending the west porch and adding a garage, which will produce two more gables and bring his home up to the seven-gable mark of the house in Nathaniel Hawthorne's famous novel. The new roofs, too, will be covered with asbestos-cement shingles.

The process of omitting almost everything between the roof and foundations produces more spacious rooms at less cost, Mr. Toll believes. The combination of concrete and asbestos, he says, makes a practically maintenance-free exterior.

Asbestos-Cement Siding Very Safe

The "blow torch" test, applied to various types of materials used for siding homes, indicates that asbestos-cement siding shingles are among the safest materials that can be used to cover exterior walls.

Asbestos siding, it has been demonstrated, does not burn, char or melt,

(Continued on Page 34)

Bird House With A Shingle Roof Built By Ruberoid Exec's Daughter



While experts struggle to open new markets for building products, 13-year-old Vera Maggia of Stewart Manor, Long Island, has found a novel use of her own. For a Girl Scout project, the young builder is shown putting together a bird feeding station roofed with asphalt shingles. The roofing was supplied by her father, Fred Maggia, after Vera convinced him that what's good for people, is good for the birds. Maggia is an executive of The Ruberoid Co.

Photos Courtesy The Ruberoid Co.

WHAT'S NEW?

Equipment—Booklets—Practice—Materials

Bird Repellent Bulletin

Featuring various types of installations a new four-page bulletin has just been issued by Nixalite Company of America describing their bird repellent and control products. The bulletin illustrates application of Nixalite to cornices, store fronts, ridges, dormers, roof gutters, inside corners, medium and narrow ledges, marquees, window sills, wide ledges, church steeples, pediments and columns and signs.

Illustrations and descriptions of special adhesives, clips and fasteners used to permanently apply the material is also included in the new bulletin.

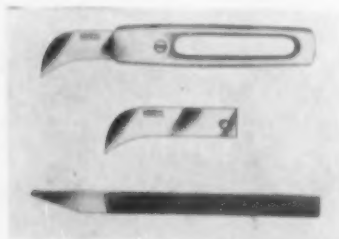
Roofing and Siding Visualizer

Philip Carey now offers a new sales maker for builders, dealers, home remodeling contractors and applicators—the Roofing and Siding Visualizer—which, just by turning the pages, enables home owners to see how their house will look with the various combinations of Carey Roofing and Siding. A typical scene showing the home owners, salesman and Visualizer at work, is seen in the photograph.

Besides actually showing the colors of Ceramo Siding, Color-Sealed Careystone and Fire-Chex Shingles, the Visualizer also gives the selling features of these products. It provides over 42 color combinations and 40 hard selling pages.

Replaceable Blade Knives

Shown in the accompany photographs the R. Murphy's Sons Co. replaceable blade roofing knife, with two of the replaceable blades.



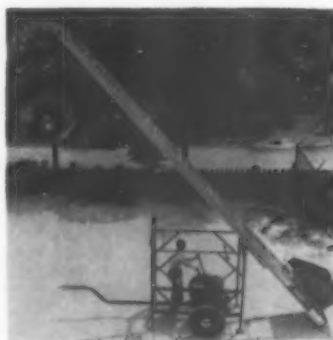
Blades can be replaced in the knife in a matter of seconds. Merely loosen binding set screw and replace with a new blade. The knife will hold a straight blade for cutting felt and insulating papers. The blades are good for many resharpenings.

The knife is listed as Catalog No. 4 by the manufacturer.

Towing Unit For Hoist

Users of the Lad-E-Vator hoist can save additional time and labor costs with the new Trail-Erector trailer unit, according to the manufacturer.

With Lad-E-Vator mounted on the Trail-Erector, the unit can be moved from one location or job to another without dismantling. The hoist can be in position and ready to operate ten minutes after it gets to the job, says Campbell Equipment Company, manufacturers of both units. The company adds that Lad-E-Vator hoists now in the field can easily be mounted on the new Trail-Erector.



The Lad-E-Vator hoist is self-erecting, when mounted on the Trail-Erector. The motor is permanently installed on the Trail-Erector platform. As soon as the unit gets to the job, the operating motor pulls the Lad-E-Vator up to position at the work level.

Aluminum Color

Gaco N-700 Liquid Neoprene Maintenance Coating is now available in aluminum color, in addition to the gray and slate black colors which have been widely used for years to stop rust and corrosion.

Because aluminum's excellent heat- and light-reflecting qualities are added to the well-known anti-corrosive properties of neoprene, Gaco N-700 Aluminum is ideal for

roofs, cornices, flashings, and gutters. Gaco N-700 is thermo-setting and not thermoplastic so it will not soften, run or crack under the most intense heat of the sun. Instead, it maintains its flexibility and tensile strength, expanding and contracting with the metal roof or other equipment.

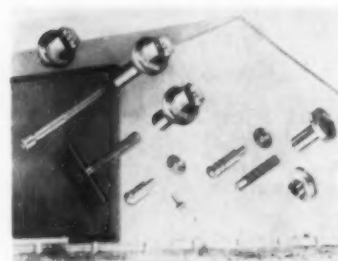
Gaco N-700 Aluminum is also ideal for coating chemical process equipment, tanks, ducts, and any metal, wood or concrete structures where maximum protection from corrosion is required.

* * *

Stud Fastening Methods

Improvements, included in the design of KSM welding studs for the construction industry, provide strong, corrosion-resistant fasteners for corrugated asbestos, steel, and aluminum, flat asbestos, and insulation. These new fastening methods are particularly suited to all types of curtain wall construction. All stud welding applications are from the top side of roof or outside of wall. No interior scaffolding is required, nor is it necessary to reach around the material to secure side-lap fasteners. Interior finishes are clean. Studs are not visible from inside.

Korr-Studs actually become an integral part of the steel structure. Tightly sealed holes prevent deterioration from leakage.



Lower construction costs result from simplified fastening methods. No men are required on underside of roofing area or inside of walls. Studs are welded in a matter of seconds. Roofing and siding go on in record time.

Threads, where required, are rolled to provide additional strength. The solid flux on each stud is precision-centered to assure a good weld every time. Side-lap fasteners are easily and quickly applied from the outside. Little time is required for laying out stud locations.

(Continued on Page 34)

If further information is desired about articles appearing in the pages of AMERICAN ROOFER & Siding Contractor send a card or a letter to the editorial department, attention, Mr. Fred Feder, 425 4th Ave., N. Y. 16, N. Y.

Esso's New Fireproof Building Features Glass Insulation

The Philadelphia sales office staff of the Esso Standard Oil Company will soon move into its new fireproof building being erected by the Penn Mutual Life Insurance Co. at City Line and Esso Road just outside the city limits. The 3-story reinforced concrete frame structure is faced with brick, granite and limestone, and has a $3\frac{1}{2}$ inch concrete slab roof covered with a 2 inch layer of insulation.

Since the building incorporates a combination heating and air conditioning system, economy of operation dictated that provisions be made for minimizing heat gain into the structure as well as heat loss to the atmosphere. These include roof deck insulation and sun shades on windows exposed to direct summer sunlight.

Roof Deck Insulation

For the 30,000 sq. ft. of roof deck, Aaron Colish, architect, selected a

cellular glass insulation, because of its fire resistance, dependable and constant insulating efficiency, and imperviousness to moisture. The latter feature eliminates worry about damage to this insulation, or a lowering of its effi-

ency, in case the roof should develop a leak in the future, or water vapor should migrate through the deck from below.

To supplement the roof insulation in its protection against heat gain into the structure, concrete shading wings are installed over the windows on the east, west and south sides of the building. Those on the west side extend out for 6 feet and those on the east and south extend 4 feet. On the inside, the windows are fitted with venetian blinds.

The new building, which contains 80,000 sq. ft., will provide room for group expansion and maximum interworking efficiency because it permits locating departments that must function together near each other. The ones most likely to expand will use the third floor, which can be enlarged another 10,000 sq. ft. when needed. Service departments such as cafeteria, mail-room, addressograph equipment, etc., are located in the basement or first floor. A combination freight and passenger elevator serves all floors, but it is expected that passenger traffic will be light.

Floor layout is such that no person works more than 35 feet from a window, and an underfloor wiring service duct system permits making an outlet within any 2 sq. ft. block of the floor. This eliminates any potential tripping hazards of protruding conduits or wiring cords.

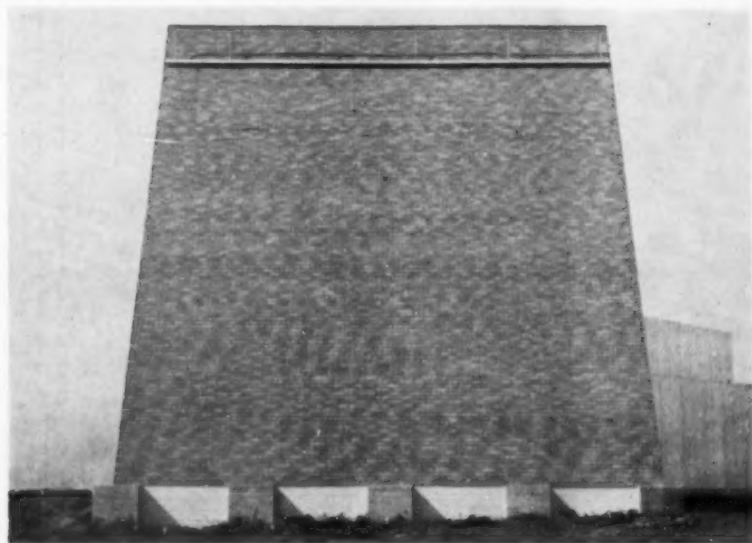
Courtesy Pittsburgh-Corning Corporation



Architect's model of the Esso building. The entire roof deck of the actual building is insulated with 30,000 sq. ft. of a cellular glass material that cannot rot, burn or soak up moisture.

Photo and Data Courtesy Pittsburgh-Corning Corp.

Asphalt Shingles On Back Of Drive-In Movie Form Giant Ad



The Lin-View Drive-In Theater on U. S. Highway 36, just west of Brookfield, Mo., is an eye-catching, giant sized display of asphalt shingles. This unique treatment for the rear of the movie screen required over 30 squares of the shingles. The sale was made by the T. R. Walsh Lumber Co. of Brookfield.

The photo and data is made available by Old American News, official publication of Old American Roofing Mills, Division of the Ruberoid Co.

Roofer's Sign Catches Eye of Passing Motorists Day or Night



Three things stand out in this California roofers headquarters advertising: the long fence, with bright red lettering, the flashing neon sign for night advertising, and the model home beneath it, displaying several kinds of roofing and siding.

Located on a street having heavy auto traffic, is the Supreme Roofing Company. They knew that a sign which would catch the eye of the hurrying motorist would have to be two things: (A) large. (B) unusual. The

combination now in use is just that—and it makes a highly favorable impression on all who see it.

Along the wood fence is a bright red lettered sign reading, ROOFING OF ALL KINDS. But it is the neon

one which gets the most attention—and it is especially effective at night. For at night, blue-white rain beats down on the large roof of the neon house. Because of the fast on and off of the rain tubing, it is remarkably effective and life-like.

It is not unusual for first-time-in entering 1015 N. Gower Ave., Hollywood, California to make remarks such as: "Pretty hard not to know where this roofing company is. Bet that raining sign gets you lots of business," "Say, that neon sign of yours sure attracts attention," and "I need a new roof. Your signs reminded me you were here—so here I am."

All of which proves the signs pull in customers. And what more could you ask?

Aluminum Uses Studied

(Continued from Page 12)

of aluminum as compared with other materials, including maintenance as well as initial cost. Application and performance of existing aluminum products in use in schools will also be investigated, and designs looking to the development of new aluminum uses prepared.

Mica-armored LAYKOLD® FIBRECOAT gives longer-lasting roof protection

Fibrecoat is factory-compounded with pure asphalt and mica flakes to form a tough, durable coating that gives unsurpassed protection, as proved by Bureau of Standards Tests. Easily meets Military Specification MIL-R-3472.

at lower costs

The low cost of Fibrecoat in drum or bulk quantities, plus the ease and economy of cold application, provides greater protection at lower cost than any other material now available.

and FIBRECOAT goes on easier

Applied cold with spray or brush, Laykold Fibrecoat gives 50% faster application, by large-job competitive tests. Bonds readily to either dry or damp surfaces.

FIBRECOAT comes in fast colors of BLACK, RED or GREEN

WRITE FOR TECHNICAL BULLETIN

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Bitumuls & Asphalt
COMPANY**

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Columbus 15, Ohio
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Tucson, Ariz.
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Perth Amboy, N. J.

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Portland 1, Ore.

Baltimore 3, Md.
Baton Rouge 2, La.
Washington 6, D. C.

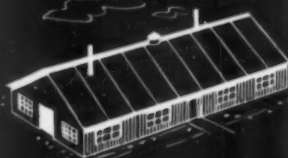
Mobile, Ala.
St. Louis 17, Mo.
San Juan 23, P. R.



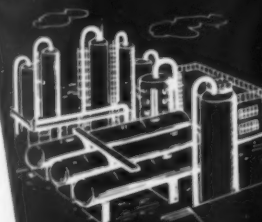
FOR EXPOSED
METAL SURFACES



FOR ROOFS



FOR METAL BUILDINGS



FOR METAL TANKS

Kinks and Short Cuts

Hand Truck Capacity Increased By Removable Extensions

The capacity of a hand truck, which is limited when the truck is used to carry light but bulky packages, can be greatly increased by attaching two lengths of pipe to the truck frame by means of floor flanges. The flanges are bolted to the frame as close to the lower end as possible. Lengths of pipe then can be screwed into the flanges to permit carrying large-size packages. The pipes are quickly unscrewed when the truck is to be used for other purposes.

(Popular Mechanics)

A Rubber Band Will Help You Twist That "Slippery" Object

Ever have trouble unscrewing the top of a fountain pen? Or, taking off a stuck fountain pen cap? Or, removing a cap from a bottle or jar? Or other slippery object?



An excellent aid in "getting hold" of such objects is to wind a rubber band around several times, keeping the band tightly stretched while winding. The rubber will provide a grip that will usually enable one to do the unscrewing with but little difficulty.

The biggest heat loss in winter and the greatest heat infiltration in summer comes through the walls of a home. Heating and air conditioning experts estimate that 40 per cent more heat enters through the walls in summer and escapes in winter than it does through the roof.

Since it costs more to make a house cool than it does to heat it, insulation is even more important in an air conditioned home. Not only does insulation make the home more comfortable, the size of the air conditioning unit can be smaller and the cost of operation will be 20 to 30 per cent less than without proper insulation.

WHAT'LL HAPPEN TO YOU?

- If you Sell Stone
- If you Apply Stone
- If you Sell Siding
- If you Apply Siding

Are you building a profitable business which will end up in the lumber yards as has most all sidings?

Build a Permanent Reputable Business TIE IN WITH HILL-STONE

SELL A BIG VOLUME OF STONE APPLICATIONS PROFITABLY

Hill-stone is the perfect stone for all localities. . . . No high freight rate. . . . No elaborate molding equipment. . . . True to nature stone colors. Applied to all walls. . . . Competitively priced at bigger margin of profit. . . . Big volume awaits aggressive dealers.

We are looking for dealers who want to make money . . . not a few, fast bucks but dealers who are substantial and want to grow with Hill-stone. . . . *We offer you this opportunity to build a permanent, reputable Hill-stone business in your locality. These Hill-stone dealerships are open if you are a producer of sales.*

*It's worth your while to write, wire,
phone or come to Detroit
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Phone: UNiversity 2-9344

Aluminum Mop Handles

Improved for
Cooler handling
Longer lasting



Light weight. Outlasts wood many times. Unbreakable, economical. Will not burn.

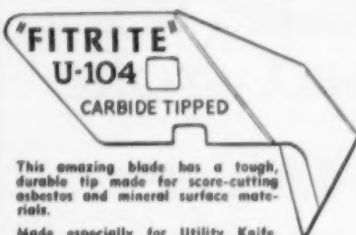
and now
PLUGGED to keep 'hot' from running up inside.

THRU-BOLTED to keep mop head securely on.

A HOLE IN THE CAP allowing heat that might arise to escape.

Offered in 6', 7', and 8' lengths.

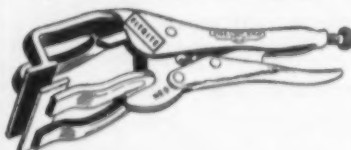
FOR FASTER, CLEANER SCORE-CUTTING



This amazing blade has a tough, durable tip made for score-cutting asbestos and mineral surface materials.

Made especially for Utility Knife. Can be used with other holders.

"FITRITE" 3-WAY CLAMP



Throat $3\frac{1}{2}$ " deep

Jaws $3\frac{1}{2}$ " x $\frac{3}{4}$ "

A necessary tool for every sheet metal man. Use it for on-the-job bending, forming, straightening and seaming.

Price \$3.55

ADJUSTABLE PIPE SNOW GUARDS



3 Pipes $\frac{3}{4}$ " I.P.S. Bronze and Galvanized for all types of steep roofs—slate, tile, flat or corrugated metal and composition.



2 Pipes $\frac{1}{2}$ " I.P.S. Bronze and Galvanized, installed on old roofs without removing slate.

Write Dept. "R" for catalogues and prices. To protect Trade, please use your printed stationery.

DAVID LEVOW 308 WEST 20TH ST.
NEW YORK
TELEPHONE CHRYSLER 1-2400

New Wind-Resistant Asphalt Shingles Now Being Marketed

Seal-O-Matic is the name of a new asphalt roof shingle which seals itself down automatically. Each shingle is firmly cemented to the one below. The holding power, during driving storms, is so strong it provides bull-dog resistance to "blow-off" by wind and "blow-up" of water.

Seal-O-Matic shingles are a new and patented Johns-Manville development. These new asphalt shingles are of the 12 in. by 36 in. strip type with three square cut butts. They are available in a range of blends and solid colors.

The Seal-O-Matic feature is a ribbon of petroleum resin adhesive that is factory applied. The ribbon of this special adhesive is about $\frac{3}{4}$ in. wide. It is on the back side of the shingle about $\frac{1}{4}$ in. up from the edge of the butt. This adhesive is hard and brittle at normal temperatures. But, after application and exposure to the sun's heat, the adhesive softens and merges with the shingle below. In this way, the exposed shingle butts are continuously welded to the underlying shingles.

In the bundle, when delivered to the job, the shingles are arranged in pairs.

Two shingles are placed back to back so that the petroleum resin adhesive on one shingle sticks to the adhesive of the other. When applying, the mechanic, with a slight snap, separates the two shingles and equal amounts of the sealing adhesive are left on each shingle.



Mechanic demonstrates new patented wind-resistant asphalt shingle which seals itself down automatically.

Seal-O-Matic shingles are nailed in the normal manner, and four nails per strip are recommended.

Sell Homeowners NOW On Pre-Winter Check-up of Roofs and Gutters

The first snowflakes are gentle but sometimes frightening reminders of the troubles that besiege the house in winter—condensation on the windows, drafts, cold walls, high fuel bills, leaking roofs.

Now is the time to tell homeowners they need to prepare for winter's onslaught. Are they going to suffer with these problems through the winter or do something right away to prevent them, while there still is time?

Tell them: The best place to start the pre-winter checkup is the roof. If shingles aren't down tight, nail or cement them in place. Otherwise wind and moisture will do their dirty work. Freezing and thawing will complete the job of destruction and you'll have a leak before spring.

Check Gutters

As you leave the roof, clean out the gutters and look for spots where they might rust through. Perhaps a coat of

asphalt-base paint is needed on the inside.

Shifting to the outside walls, look for cracks around doors and windows that can be sealed with caulking compound. If the walls need new siding and you are plagued with cold interior walls, you can lick both problems at once with insulating siding. You'll insulate the house, give the exterior an attractive modern look and save on the fuel bills.

If the sidewalk or driveway needs repair, don't wait for cold weather when concrete will freeze. Do it now.

Vapor Problem

Moisture vapor is a continual problem during the winter if you don't have storm windows. They help cut fuel bills, too, and save your walls from the damage caused by moisture dripping from the windows.

You've probably already had the heating plant checked. But if you

haven't don't wait for the dead of winter. Clean and repair it now, even if you have started to use it. Wait until a mild day comes along.

All this may sound like a lot of bother, and it is. But it saves money and grief in the long run. So do your checking now before the first snowflakes are followed by snow drifts.

Win Summer Siding

(Continued from Page 11)

meaty and so favorable you will have a whole 300-word column. It will be advertising, designated as such, but just the same, brethren, it will sell siding next spring and summer.

Siding School

By Christmas time or a week or so later, you should be in contact with thirty property owners who think well of siding. You can stage a one-day siding school. You can have talks made by good folks in your trade territory you know are enthusiastic about the comfort, the economy, the nice appearance of sided homes. Your salesman will be glad to be with you and help put the "school" over. Your manufacturer will help get you films to please the crowd and educate them further along wall siding lines. Your local bands will make music. Your local church folks will be pleased to furnish lunch and there should be refreshments in abundance.

4 Things Done

You have now done four things in winter to swell summer siding sales. You have gotten photographs. (Maybe you foresaw this string of events and took the pictures yourself last summer). You have used them in store displays. You have sent out a local siding folder with all sorts of local names and places. You have held a siding school. You have three more to go to make 1955 the biggest and most profitable siding sales season in all the history of your store.

Local Newspapers

When you have the siding school be sure the local newspaper fellows are there with their cameras. Photographs have been the basis of promotion so far. Keep it up a bit. Have

THE Individual **PERMANENT** COLORTONE CORNERS

FOR
**ASBESTOS
SIDING...**
ANY COLOR...
ANY SIZE

- ✓ Colored on BOTH Sides—Prevents Corrosion
- ✓ Specially Formed Edge Prevents Wind "Clatter"
- ✓ MADE FROM LIFE-TIME ALUMINUM
- ✓ MORE resistant to Light & High Humidity
- ✓ Won't crack ... burn ... chip or peel



JOLIET ALUMINUM SPECIALTIES CORP.

Suppliers to Manufacturers and Jobbers • 20 Years Experience

P. O. BOX 1152

INDUSTRY AVENUE, JOLIET, ILLINOIS

the papers print pictures of the group in meeting, at lunch, and just hanging around talking after the program is all over. These pictures on page I the following week will thaw out whatever vestiges of sales resistance remain.

Get up a crowd just after Easter and call it the Easter Parade — use a school bus and get all who wish to see completed jobs of siding on that bus. This will take a little effort but it can be done. It has been done. Be sure to take along the carpenters who have cooperated with you well in the past.

Just their presence will insure that these favored craftsmen will get 90% of the work.

The 7th and last thing is to be right on top of every job that starts after warm weather. Take pictures before — preferably after the mechanics have nailed on a little siding as in the picture of the Jake Herman house. After completed, take a side picture, take a picture of the completed house from another angle. Use these pictures in the store, in newspaper ads, and all other ways you can think of.

HYDE ROOFING KNIVES



**NO. 10—2 POINT
ROOFING KNIFE**

Two cutting points on 2 in 1 heavy duty knife blade; easy to remove.

Extra blades. No. 102 Blade for No. 10 tough razor sharp steel.



NO. 3 ROOFING KNIFE

Super Hydex chrome vanadium steel—short point.



NO. 1 ROOFING KNIFE

Low cost—short point round stained handle.

HYDE
MANUFACTURING CO.
SOUTHBRIDGE
MASS. U. S. A.

"LET US KEEP YOU COVERED!"



"I'm going home to Mother until you get that roof fixed!"

DOUBLE THE RETURNS FROM YOUR NEWS-PAPER ADVERTISING by using our "LET US KEEP YOU COVERED!" cartoons. Your cost is only \$1 each for mats in either one or two column sizes. Tie-in Copy Ideas free.

More people will read your ads. YOU will get more orders — don't pass it up. Exclusive city franchises going fast. Write today for FREE proofs and complete information to

LIL-AD FEATURES

Box 167, Long Beach, Calif.

Name

Address

Roofer's Ad Features "Fall Necessities"

Enterprise Roofing & Sheet Metal Co., Toledo, Ohio, promoted business during the fall season with a newspaper ad built around the theme: "Fall Necessities."

FALL NECESSITIES

—ROOF NOW

(Roofing repairs for all buildings our specialty)

—SIDING FOR ALL HOMES

(10 beautiful colors of Asbestos Lifetime Shingles)

—EAVESTROUGHING

(Be sure all gutters and downspouts are cleaned and repaired)

—INSULATION

(Blow-in mineral wool—saves fuel)

FREE ESTIMATES—FHA TERMS—IMMEDIATE SERVICE
SEE—PHONE—WRITE

Enterprise
ROOFING & SHEET METAL CO.

2042 Hawthorne Toledo 6, Ohio FU 3805
COMMERCIAL—INDUSTRIAL—RESIDENTIAL—INSTITUTIONAL
ROOFING—SIDING—INSULATION—SHEET METAL CONTRACTORS
PAINT AND APPLIANCE DIVISION • 1401 DETROIT AVE. • FU 3273

Reduced version of Enterprise Roofing's smart fall ad. Simple, nicely laid out it hits the right theme at the right time of year.

The ad featured four phases of the firm's service in the following manner:

1. Roof now. Roofing repairs for all buildings, our specialty.
2. Siding for all homes. Ten beautiful colors of asbestos lifetime shingles.
3. Eavestroughing. Be sure all gutters and downspouts are cleaned and repaired.
4. Insulation. Blow-in mineral wool saves fuel.

The firm invited customers to come in, phone or write, offering free estimates.

Hotel 'Drapes' Are Wavy Sheets of Asbestos-Cement

Among modern building materials which are finding broader uses in institutional structures is corrugated asbestos-cement, a mineral composition sheet with a unique combination of qualities, the magazine Institutions reports.

"Its fire-safety, permanence, strength and ease of maintenance years ago led to the acceptance of asbestos-cement as exterior siding and roofing," the magazine said in a recent article. "More recently it has established itself also as a



CLASON SNOW GUARDS

For new Slate Roofs, Spanish Tile Roofs, Old Slate Roofs, Flat Tile Roofs, American Method Asbestos Shingles and French Method Asbestos Shingles and for Metal Roofs.

CLASON SNOW GUARDS

Standard for Fifty Years

**THE M. N. CARTIER
& Sons Company**

275 Canal Street, Cartier Building
Providence, R. I.

Write us for Roofers Wholesale Prices

TRINIDAD Natural Lake ASPHALT

in wood barrels and metal drums for mastic and roofing.

Barber Oil Corporation

30 Rockefeller Plaza
New York 20, N. Y.

USE KOKOMO KORERS

For Wood Shake Siding

Our metal corners for wood shingle shakes will save application time and money. This corner is made of rust-proof zinc for durability, makes a nice appearance and is weather-tight. These corners can be used on single or double course construction.



Write For Descriptive Literature

BUGHER MANUFACTURING CO.

211 South Main Street, Kokomo, Ind.

TOPS IN THE FIELD!

Read **AMERICAN ROOFER & SIDING CONTRACTOR** every month.

\$3.00 a year

construction material for interior walls, ceilings and partitions, and for various decorative uses."

As one of its decorative uses, the article cited an application in the Desher-Wallick hotel, Columbus, Ohio, in which the sheets were placed vertically on either side of hall windows. Covered with plastic sheeting, they simulate draperies. Unlike ordinary draperies, however, these are fireproof and can be cleaned with a damp cloth.

Mechanical Giant Digs Asbestos for Building Products

Eden, Vt.—A new mechanical giant, a power shovel capable of biting off seven cubic yards in one mouthful, is lending its strength to the mining of one of the world's most unusual minerals—asbestos. In operation near here, it is believed to be the largest shovel ever put to work in New England.

The deposits being worked are on the southeast slope of Belvidere mountain in central Vermont, 20 miles south of the Canadian border.

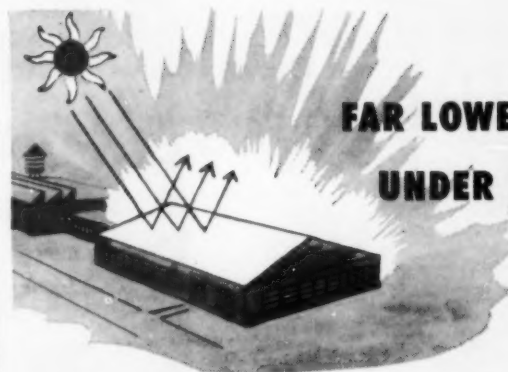
Vermont produces 96 per cent of this nation's output of chrysotile asbestos, the type used in the making of incombustible building products. It is combined with portland cement to make roofing and siding shingles, asbestos board and corrugated sheets. Because of their remarkable resistance to weather, storm, fire, corrosion, termites and decay, these materials are in heavy demand.

New Siding Helps Barracks Become A Charming Home

Taking an old army barracks, bought at a bargain price, some asbestos-cement siding shingles and other modern building materials and a few ingenious ideas, a Michigan family has come up with a charming home at about half what it would cost to build a similar house from scratch.

Many of these old barracks are being offered for sale by the federal government and by cities, colleges and others who used them for temporary housing after the war. There are still a number in emergency use which probably will go on the market soon.

Mr. and Mrs. William Ross, who live on a rural route near Paw Paw, Mich., had a housing problem. When



FAR LOWER TEMPERATURE UNDER **Karnak** ALUMINUM COATING

An exclusive combination of flat aluminum flakes and specially prepared asphalt provides unique cooling and protective qualities. The asphalt penetrates, grips and weatherproofs. The aluminum flakes flow to the surface and flatten into an opaque, metallic shield that reflects heat, ultra-violet, even infra-red rays thus preserving the underlayers of roofing.

A heat lamp applied equally to an asphalt shingle or composition roofing, one half of which is coated with Karnak Alumi-

num-Asphalt Coating, shows a temperature under the coated side 50° lower than under the uncoated side. This lower temperature not only assures a cooler area under this surface but also protects the roofing. The test shows that high heat breaks down the roofing structure on the uncoated half thus shortening its life.

The liquid applies easily, as supplied in the container, by spray or brush. Manufactured by Lewis Asphalt Engineering Corp., 30 Church St., New York 7, N. Y.



Look for the Warranty Seal

It guarantees 2 lbs. of aluminum pigment per gallon, assuring adequate aluminum to provide a good shield and hold it. Inferior coatings do not have this warranty.

50° LOWER BY TEST

Heat lamp application dramatically shows 50° lower temperature under the half of the shingle coated with Karnak Aluminum-Asphalt Coating.



© L A E Corp.

	USE OTHER KARNAK PRODUCTS, TOO			
	Membrane Waterproofing Fabric • Asphalt Roof Coatings and Cements	Calking Compounds Asphalt Emulsions Tile Cement	Asphalt Point Wood Block Mastic Joint Filler	

they heard an emergency housing village in nearby Kalamazoo was being sold by the city they bought one of the barracks, a three-family unit, and cut it into sections for moving.

On the Ross property the sections were reassembled over a full-basement excavation. In this operation, however, the straight-line shape of the barracks was altered by setting one section at right angles to the others thus forming a wing over a basement garage. The building now includes a living room, kitchen, dinette, two bedrooms and a bathroom.

An attractive exterior treatment com-

pletely eliminates any suggestion of the structure's former use. The side-walls are covered with white asbestos-cement shingles.

The interior is set off by tasteful decorating. Kitchen and dinette are completely finished in knotty pine.

Mr. and Mrs. Ross estimate they have about \$8,000 invested in the house.

A properly insulated house, with insulation under the roof, in the side-walls, and in the floor (if the home has no basement) is a box of warmth in the winter and a box of coolness in the summer.

The Handy Hoist



turns your
LADDERS
into
HOISTS
easily,
safely,
efficiently.

Designed
for
ONE-MAN
operation

Designed
for easy
storage
in truck
or car.

For Details Write:

Frank P. Frey & Co.

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BIRD DAMAGE IS COSTLY

ECONOMICAL SAFE

Make this service a part of your regular contract. Bur-Co Bird Repellent does not harm birds. Use regular caulking gun. Write for prices and circular.

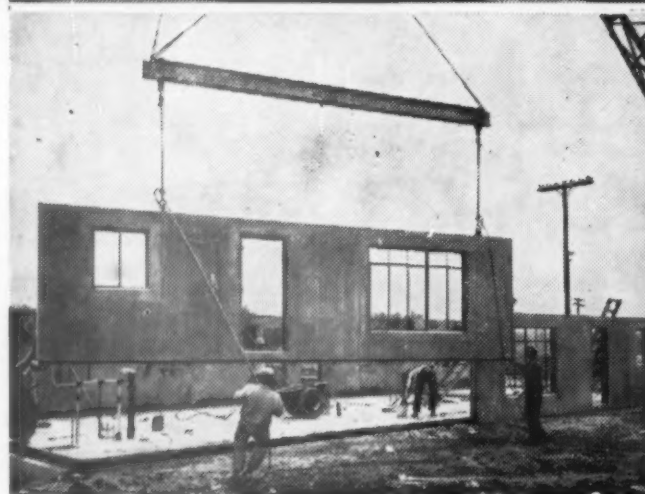
POSITIVE HUMANE

BURR CHEMICAL CO.

3329 Auburn

Rockford, Ill.

Concrete Building Featuring Asphalt Roofs Quickly Erected In Naval Base



All concrete except the asphalt shingle roof, the Forrestal Village house, top, is a gay, colorful dwelling. The bottom photo shows a wall section being lowered into place by a crane. Large-sized wall units were prefabricated in re-usable concrete forms.

A housing development at the Great Lakes Naval Training Station, Ill., may be a forerunner of an economical type of house that will be built in all sections of the United States in the future. The development, called Forrestal Village, is built almost entirely of big precast concrete units erected by crane.

Large Wall Sections

Each concrete wall section is large enough to include several door and window openings. All sections were prefabricated in reusable forms about a quarter-mile from the building site and were trucked to each house loca-

tion by the Corbetta-Price Co., builders and owners.

Wall units were built as sandwiches. A 1½-inch layer of foam glass insulation is sandwiched between two layers of reinforced concrete.

The one-story dwellings are of pitched roof design. Because asphalt singles are the roofing material, the entire building has a high degree of fire-resistance. Asphalt shingles cannot readily be kindled into flame by flying sparks and do not shoot off fire brands to endanger other buildings.

Forrestal Village is gay and colorful. Blended asphalt shingle colors set the color pace, and the concrete walls are painted in harmonious hues.

Basement Waterproofing

(Continued from Page 15)

For additional information on coverage and spray seek suggestions from the manufacturers of such equipment.

In the backfill extreme care and caution should be taken not to puncture the coating on the wall. This is not the kind of problem roofers have to face on the roof, so it should be carefully noted. Puncturing the coating is the same thing as making a hole on the roof. Damage may actually manifest itself many feet away from the actual puncture.

Basement waterproofing as described, may be done on the majority of homes. However, where a hydrostatic head, that is, water pressure, exists, such as in some city areas, membrane waterproofing may be needed. Special instructions are needed for such applications.

When doing basement waterproofing on old structures it is necessary to dig a trench down below the footing. This is why this application is usually recommended on new structures where the foundation trench already exists. The cost of digging a special trench around old structures may make the application prohibitive from a profit viewpoint.

Basement waterproofing is recommended for multi-family and commercial structures except where there is an actual water condition. Many commercial structures have a hydrostatic head. Here, again, membrane waterproofing is recommended.

The heavy flashing type of cement used for the best type of basement waterproofing is usually purchased only through distributors. However, where application problems arise, some companies, such as Lewis Asphalt Engineering Corporation, maintain a free consulting service.

As a concluding note, Mr. Jelin re-emphasized the four major points which make basement waterproofing a lucrative line for roofing and siding contractors:

1. Some spray equipment can be used on roofs.
2. Basement waterproofing requires no special investment.
3. The contractor does not have to tie up a large amount of capital in an inventory investment.
4. The work is easy to do.

ALEMITE VERSATAL EQUIPMENT PAYS FOR ITSELF ON FIRST JOB!

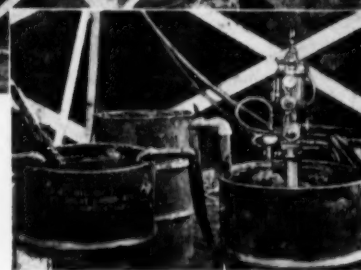


*Cuts cost of
applying
asphalt
coating
60%*

Note how second asphalt coating is sprayed over membrane

Insulating a large fuel oil storage tank, this contractor used Alemite Versatal Equipment to spray heavy asphalt coating. Savings on this one job amortized the entire cost of his new Versatal equipment!

Costs dropped from 15¢ to less than 6¢ per square foot. And a job that formerly took 5 weeks was completed in 10 days. These savings are typical.



Start now to spray roofing and insulating materials direct from original containers with Alemite Versatal Equipment.

Contact your nearest Alemite Distributor today,
or write direct to Alemite, Dept. A-114,
1830 Diversey Parkway, Chicago 14, Illinois



CONDENSATION

**GETS THE AIR
WHEN YOU INSTALL
MIDGET LOUVERS**

For efficient ventilation of sidewalls, just drill a hole and press a Midget Louver into place. It's as efficient as it is easy! All-aluminum with built-in insect screen. 2 styles—for indoors or out. 5 sizes—1" to 4" diameter. Write for full information.

The MIDGET LOUVER Co.

6-8 WALL STREET • NORWALK, CONN.



CUT BUILDING MAINTENANCE COSTS WITH



INCONSPICUOUS • LASTING • SPRING
TEMPERED • RUSTPROOF • NICKEL BEARING •
STAINLESS STEEL REPELLENT

Write for Illustrated Folder

NIXALITE COMPANY OF AMERICA

115-119 W. 3rd Street, Davenport, Iowa, U. S. A.

Firm Expands

(Continued from Page 13)

to sell up at this stage of the transaction. Attic fans are usually recommended to all modernization prospects. As Hauck puts it, "Such an installation represents a larger sale for us, and gives the customer greater comfort and more satisfaction with his home."

New siding jobs too are frequently sold when the firm is making an addition to a frame house. Hauck points out to the customer that there are certain savings involved in finishing with siding rather than weatherboard and paint. And by so doing increases his sales unit. "We try to take full advantage of every sales opportunity," he says. "It's important, too, to give the customer as complete a job as possible, to insure his satisfaction with the finished work."

As for the actual selling procedures used, Hauck's most important technique is to take the prospect to see finished jobs of the same type he is considering buying. "We always ask customers if we may come back and show the work sometime, when we

finish a remodeling project for them," he explains. "Thus we use completed work to help a new customer visualize what we can do for him. And even if he isn't particularly anxious to see such jobs we usually insist, for it is an excellent means of gaining customer confidence."

"Winning confidence is, in fact, the keynote of our sales methods," Hauck continues. "We never high pressure because we would not want to remodel for someone who was talked into it. We prefer rather to present our case, and let the fact that we are a well established firm with a record of doing beautiful work do the rest."

"Once such confidence is gained, remodeling becomes easier for all concerned. The customer generally turns over the house to the company and lets us do whatever we think best to achieve the results they want. Nor are situations apt to arise where we have to talk them, or a third person they bring in, out of ideas because they lack confidence in our know-how."

Is a showroom an aid in selling

Caulk with

Caulk with

COLOR CALBAR



26 COLORS
of Caulking
Compound to
match every
building
material

Calbar, the first company with real quality caulking compound now brings you a super-elastic quality caulk to match or harmonize with brick, stucco, asbestos, cement siding, shingles, metal or wood. Choose from 26 permanent colors . . . all non-hardening, non-staining and complying with Federal and ACSP specifications.



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Manufacturers of Technical Products

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NEW

GLAS-COL portable ELECTRIC MELTING POT

for melting asphalts . . . tars . . . pitches
.. resins . . . mastics . . . and other
viscous materials.



Ideal for repair jobs. This portable melter weighs only 15 lbs. Fits into your car trunk. No need to tussle with big, heavy, production melting equipment.

Use it for melting asphalt for roof jobs . . . tar for sealing seams in concrete . . . and many other repair and maintenance applications.

Plugs into any 115-volt outlet (1250 watts). 3½ Gallon capacity. Heating chamber Fiberglas insulated.

only
\$75.00

Ask for descriptive Bulletin 201, Glas-Col Apparatus Co., Inc., Dept. AR, 711 Hulman St., Terre Haute, Ind.

GLAS-COL

MELTING POTS

modernization? Hauck takes full advantage of the displays maintained by his suppliers, but has no showroom of his own. Reason for this is that the remodeling field encompassed by his firm is so widespread that it would be impossible to cover it thoroughly.

Hauck handles complete remodeling jobs, subletting only the plumbing and electrical work. The demand ranges from the addition of wings and dormers, to converting houses into apartments, adding closets, modernizing kitchens and baths. Even much of the present day new house construction becomes grist for the remodeling mill, according to contractor Hauck, for his firm is frequently called upon to correct architectural mistakes discovered by a family after living in a new home for awhile. "Poor traffic patterns and inadequate closet space are complaints we hear most often," he says. "Too, there is a lot of work for the remodeler in finishing second floors."

Remodeling Vs. New

Comparing the advantages of the remodeling business against new construction work, Hauck states that the two fields are about the same, profit-wise. But he points out that remodeling requires more capital.

Because his firm works on a "cash on satisfactory completion" basis no money is made until the job is finished. Although this places a financial burden on the firm temporarily, the policy has proved to pay off according to Hauck. "It gives the customer even greater confidence in our company," he explains, "for it serves to assure them that the work will be done right."

"On the other hand," he adds, "there is less risk in remodeling work than in new construction, for in undertaking the former the contractor knows the job is sold before he starts."

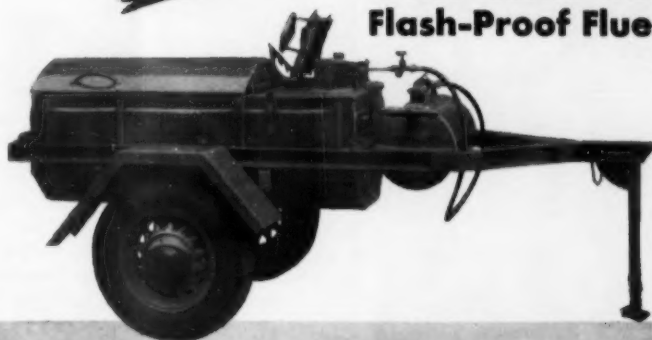
"As for the actual work involved, I consider modernization a cross between new building, architecture and interior decoration. It takes a lot of know-how. And of course the more experience we have the more we are able to do really outstanding and unusual work such as tearing out walls and replacing them with glass, doing fancy wood paneling."

Experience is an important factor in the profit picture too. And Hauck stresses that a contractor must have a good sense of costs, for he can't afford to make mistakes in estimating prices. The cost of labor, lumber and other

BEST FOR YOUR ROOFING JOBS HAUCK

SPEED-MASTER

The Kettle with
Flash-Proof Flues



EASIEST TO CLEAN • BEST CONSTRUCTION
CHEAPEST TO OPERATE

The Hauck Speed-Master kettle delivers twice the output of conventional kettles, and cuts fuel, labor, melting and cleaning time in half.

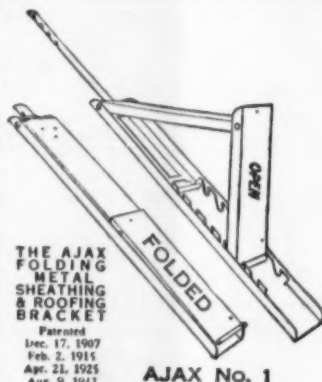
THE SPEED-MASTER FEATURES

- Internal Tube Heating for faster melting and easier cleaning.
- Improved Well Type Kerosene Burner for horizontal firing and close flame control. Available also with L.P. gas burner.
- Flash-Proof Flues — double walled with air space between cuts down 90% of avoidable flashing.
- All Insulated kettle for comfortable operation.
- Quick-Delivery Cock for faster draw-off.
- Other Hauck Features. Arched kettle cover, watertight apron and flue covers. Trailer kettles have full length steel chassis, fully equipped built-in fuel tank and semi-elliptical springs.
- Trailer Kettles on pneumatic tires, solid rubber tires or steel wheels in 55, 80, 115 and 165 gal. capacity. Skid kettles — 40, 55, 80, 115 and 165 gal. capacity.

Write for Catalog.

HAUCK MANUFACTURING CO.

103-113 Tenth Street • Brooklyn 15, N. Y.



THE AJAX
FOLDING
METAL
SHEATHING
& ROOFING
BRACKET
Patented
Dec. 17, 1907
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AJAX No. 1

AJAX Roofing Brackets

MAN-size — Superefficient

ALL STEEL — Unbreakable



AJAX Building Bracket Co.

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Cleveland Heights 8, Ohio

ROOFING YARN

ALL TYPES—Several Grades



Cut Lengths

(As Illustrated)

Roofing MOPS

(Complete with handles)

TOP QUALITY

Reasonable
Prices

Immediate
Shipment

WRITE TO

JOHNSON PRODUCTS CO.

MEMPHIS, TENN.

Manufacturers of Nationally
Known JOHNSON Brooms & Mops



**Rely on the complete ROSS line
for Roofing and Waterproofing
Products.**

**Asphalt Saturated Membrane Fabrics
— for roofing and waterproofing.**

**Thru-Wall Flashings — for all types of
concealed flashings.**

Asphalt Specialties.

Waterproofing Products.

**Immediate
Delivery.**

**Agents in
Principal Cities**

See our catalog in Sweet's File.

ROSS FLASHING CO.

Division of

PATRICK ROSS CO.

P. O. Box 98

175 WEBSTER AVE., CAMBRIDGE 41, MASS.

materials, and fixtures must be figured correctly and accurate bids made if the maximum profit is to be realized from each job.

Still another profitability factor lies in the close co-ordination of the work. Hauck himself schedules each job, seeing that the proper workmen arrive in the proper sequence and that no one is left sitting around waiting for supplies. "I've found that it is necessary to spend several hours a day out on the job," he declares. "It's time consuming, of course, but it pays in the long run to take the time to see that things are running according to schedule and to keep the work moving smoothly.

"This is one of the keys to running a profitable and efficient modernization department, in my opinion. But even more important is getting and keeping good men, for they are the backbone of the business.

Trial And Error

Hauck relies on trial and error to build satisfactory working crews. Once he has good men, however, he sees to it that they stay with him, taking less profit in slow seasons in order to keep them working.

Originally the A. G. Hauck Co. was exclusively a roofing outfit. Founded 38 years ago by A. G. Hauck, the company pioneered asphalt roofing in the Cincinnati area. In 1934 siding shingles were taken on. The founder's son, A. C. Hauck, who took over the company in 1945 handles all modernization sales personally and employs three outside salesmen in the roofing and siding end of the operation.

The company handles all types of roofing, but specializes mostly in recovering old roofs.

An estimated 60 percent of their business is walk-in trade, attracted by the firm's listing in the telephone directory, or referred to Hauck by word-of-mouth advertising. The remaining 40 percent is acquired through canvassing.

Three outside salesmen are employed to sell roofing. They each have a territory and while cold canvassing is important, of course, they also "use the user" as much as possible. This is accomplished in two ways:

1. Neighborhoods in which the company is doing roofing work are covered thoroughly by these men at the time the work is actually in progress. A

Manufacturers & Distributors

**Everything for Roofing and
Waterproofing**

CAULKING COMPOUND

ALUMINUM PAINT

BITUSTATIC CEMENT

**ROOF COATINGS & CEMENTS
INSULATION**

ROLL ROOFING—FELTS—

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Colortone corners for the new J-M 309 Colorbestos Siding Shingle, (32" x 14 1/2" — 13 1/2" Exposure)

Write us or call your J-M Jobber.

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Keeps you up to date on happenings in the Asbestos Industry.
Gives facts about Asbestos, technical developments.

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"ASBESTOS"

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Philadelphia 7, Pa.

number of sales result from this practice, according to Hauck, who points out that his men's sales message is strengthened substantially by the fact that the company is operating right in the prospect's neighborhood.

2. The salesmen follow up completed jobs, stopping in to see the customer after the roof is paid for to ask if everything is satisfactory. This practice not only creates good will, which is considered an important business asset by this company, but it also results in a number of leads which develop into future sales.

Nailing It Down

(Continued on Page 6)

boom is ramifying through many other sectors of the economy, such as utilities, household goods and appliances, while the volume of work in the hands of architects foreshadows sustained construction activity into 1955, the Chamber said.

Other features of the economic outlook were listed as:

1. Spendable income (income after taxes) is at an all time high, partly because of recent tax cuts.
2. Foreign trade is improving; the gold and dollar balances of foreign countries in general are in better shape.
3. Unemployment insurance claims are declining.
4. The inventory situation has improved considerably.

Two types of population shifts are taking place, one from the cities to the suburbs, and a more general one to the west and south of the nation. These shifts are largely self-reinforcing, for as people go into the suburbs new utilities and transportation facilities are needed; new schools, churches and shopping centers are built. These, in turn, attract more people.

The movement to the west and south has reached such proportions that one-sixth of all non-manufacturing jobs in the whole country are now located in California and Texas, and California leads the nation in the number of construction workers. One reason for this shift, the Chamber said, is that extensive automobile travel of the past few years has made the advantages of milder climate apparent to more persons.

A four percent increase in over-all

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On tough scraping jobs, shear off up to 12½ squares an hour with the new model Tennant Roof Scraper. Lets one man be a crew; assures you more profit on every job! Cleans 8" path—leaves smooth, level surface. Has 6 hp engine . . . self-propelling action . . . allows on-the-job cutter changes. Many exclusive features. For details write to G. H. Tennant Co., 2568 North 2nd Street, Minneapolis 11, Minnesota.



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15% Saving on Big Job with Sensational New Roofmaster ROTARY FELTLAYER!

"The rotary type felt machines used on the Bemis Bag Company job, Wilmington, California, worked very efficiently, especially on steep monitor slopes. We were able to lay the 55-lb. Cap Sheet as well as the felts, effecting a saving of approximately 15% on the entire job. The asphalt between the plys is more evenly applied giving the finished roof a much more even surface."—Clint L. Empey, Empey Roof Company, Inc., Long Beach, Calif.

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AMERICAN ASSOCIATED COS.
ATLANTA P. O. BOX 4056 GEORGIA

construction during the first eight months of this year took place in spite of a steady decline of investment in new plant and equipment, the Chamber pointed out. The gain is accounted for by commercial, state and local government, highway and home construction. The outlook is for 1.1 million to 1.2 million new housing starts this year, the Chamber said.

A feature of the home building activity is that the marriage rate is down, while the rate of household formation is holding up. This, the Chamber said, may be the result of social security and the increasing number of private pension systems, which provide incomes to more and more elderly couples and enable them to continue as separate households, so that they need not move into the homes of their children.

News of The Month

(Continued from Page 16)

in 37 states east of the Rocky Mountains. It is the third large building materials firm to be named a Fiberglas Roof Insulation distributor in recent months. The others are Certain-teed Products Corporation, and The Flintkote Company.

W. S. Thurston Joins Staff of Copper & Brass Ass'n

Wesley S. Thurston has joined the advertising and promotion staff of the Copper & Brass Research Association in New York City. Mr. Thurston has been active in publicity and radio newswork, and was formerly assistant publicity director at The Glenn L. Martin Co.

The Copper & Brass Research Association, a national trade association of copper and brass mill fabricators organized in 1921, recently has launched an expanded advertising and promotion program under the direction of Carl H. Pihl, for many years an assistant to the late Bertram B. Caddie.

Manufacturing Execs Appear In Plastics In Building Confab

Dr. Harry N. Huntzicker, V-P and Director of Research, U. S. Gypsum Co., acted as general chairman of a conference on "Plastics In Building" which was held by the Building Research Institute in Washington last month. Tyler S. Rogers, Technical Consultant, Owens-Corning Fiberglas Corp., spoke on "Evaluating Plastics For Building Application" and John S. Berkson, Pres. Alsynite Corp. of America discussed "Light-Transmitting Panels" at the conference.

Purpose of the conference was to bring together top architects, designers, builders and building materials manufacturers in a series of technical sessions with top representatives of the chemical and plastics industries for a thorough examination of plastics and its place in the building industry.

The program included a discussion of the



Books

Building Insulation. by Paul D. Close, B.S. 3rd Edition—Revised and Enlarged, contains 372 pages, 181 illustrations, 65 tables, is fully indexed, durably and handsomely bound in washable cloth to give the utmost in service. It is priced at \$5.25.

In this new edition an effort has been made to cover the subject in such a manner that it will be useful and of practical value to the architect or engineer, to the manufacturer, to the dealer, and to the consumer who may be contemplating the construction of a new house or the remodeling of an old one. The book has been brought up to date in all details.

Sheet Metal Shop Practice. by Leroy Fowler Bruce. 251 Pages, 296 illustrations, \$4.00. The experience-tested practices of an expert craftsman.

Asphalt and Allied Substances. by Herbert Abraham, 1,515 Pages, 2 Vols., \$26.00 for New Edition. A key to virtually all available knowledge on asphalts, tars and pitches. The volume has 333 illustrations, 122 tables and charts, 12,000 references and 9,000 patent citations. Included are sections on prepared roofing-asphalt shingles, built-up roofing and waterproofing.

Skylight and Room Tables. by H. Collier Smith. 134 Pages. \$1.50. This is a time-saving reference book, giving the true lengths of all bars for skylights and roof rafters of standard pitches. The author is a practical skylight man.

How to Estimate for the Building Trades. by Townsend-Dalzell-McKinney. \$5.75. 633 pages, 318 illustrations, 44 tables. A complete and practical book on the estimating of materials and labor, plus the actual practices of the various trades in handling construction details. For the estimator, contractor or builder who does not have bulging files of cost data, this book will prove to be indispensable.

Cash only—List the books you want, attach to check for the proper amount, and mail to . . .

BOOK DEPARTMENT

AMERICAN ROOFER

425 Fourth Ave., New York 16, N. Y.

kinds of plastics and an evaluation of their uses for building purposes, as light-transmitting panels, thermal insulators and vapor seals, and structural panels.

Aeroil Names Jack W. Weber New Sales Manager

Aeroil Products Company, Inc., has announced the appointment of Mr. Jack W. Weber as its new Sales Manager. Mr. Weber was formerly with Minnesota Mining & Manufacturing Company and lived in Kansas City, Missouri.



JACK W. WEBER

He is in complete charge of national and export sales for Aeroil and will maintain his headquarters at their South Hackensack office.

Income Tax Law

(Continued from Page 10)

in taxes the first year. In the \$20,000 taxable income bracket, your prospect would save \$168 in income taxes.

Roofing and siding contractors who point out this kind of a saving to their prospects are talking the kind of language people like to hear . . . how to save money on their income taxes.

3. FOLLOW-UP FOR RE-MODERNIZATION

With this new method of figuring depreciation of the building modernization or improvement, the first years represent a tax saving for the prospect — the later years the prospect is better off to use the old straight-line method unless he again has his roof repaired or installs new siding.

This is plus sales power in the new tax law for roofing contractors. In the previous example cited of a \$3,000 roof job and an estimated life of 10 years, the prospect will only be able to save money on this plan for the first five years . . .

UNLESS

He has a new roof installed, changes his siding, or in some way improves the value of his building. If the prospect has a new roof installed in five

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years (not a usual case, but something may make it necessary), he will be able to continue his larger tax deductions.

Most people are tax-conscious. They want to save money on their income taxes. This new accelerated depreciation provision of the new tax law is a natural sales tool for roofing and siding contractors or salesmen who show their prospects how to save money on their taxes and to have a new roof or siding job at the same time.

Asbestos Siding Safe

(Continued from Page 17)

even when subjected to the intense heat of a blowtorch.

Siding shingles of this type owe their incombustibility to the fact that they are made from portland cement and asbestos fibres, neither of which will burn.

What's New

(Continued from Page 18)

Product Display

To make it easy for roofing and siding dealers to participate in local home building shows, The Ruberoid Co. has come up with a ready-to-exhibit product display. Built around the Colorator, a device for selecting harmonious shingle and siding color combinations at a twist of the wrist, the display is self-contained.

It is 5½ feet high and unfolds to an 8 foot width. It is designed for table-top showing where its message will have eye-level impact. An electric-powered revolving Colorator dominates the center section and the left wing is devoted to a reproduction of national advertising. The right side is reserved for the dealers own use. On it he can mount shingle samples of his own choice.

Attachable lights are stored in a built-in drawer and the exhibit is wired ready to plug in. When not in use, the display folds neatly together to form its own shipping container.

* * *

Electric Melting Pot Bulletin

Glas-Col Apparatus Company has just published a one-page bulletin (No. 201) describing their Glas-Col portable electric melting pot. The bulletin lists broad applications of the unit, such as melting asphalts, tars, pitches, resins, mastics and various viscous materials; and also discusses typical specific uses.

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Covering northern half of New Jersey wants additional lines of roofing tools and accessories. Can really build sales for the right items. Send description and price lists. Including maximum discounts.

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SALES REPRESENTATIVE WANTED—Territory Boston to Buffalo. Outstanding national company. Experience with roofing materials essential. Salary and commission. Box 382, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Avenue, New York 16, N. Y.

MANUFACTURER'S AGENTS WANTED: To sell our complete line of corners for all types of sidings to dealers. Liberal commissions and protected territories. See our ad on page 24 of this issue. Write fully. Meldrum Manufacturing & Engineering Co., 473 N. Cleveland Ave., St. Paul 4, Minnesota.

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NEW—an electric meter for testing leaks without tearing up the roof. Box 384, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Avenue, New York 16, N. Y.

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DECORATING - ROOFING - PAINTING, grossed \$109,000 in 1953; many fine industrial accounts, large backlog jobs, established 17 years, employs 10, no competition city 23,000; large stock, complete equipment, priced to sell. Apple Co., Brokers. 1836 Euclid Ave., Cleveland, Ohio.

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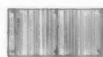
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